



Dkt. 57226-A-RE/PJP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Reissue Application Of: Tiffany & Company
For: CUT CORNERED SQUARE MIXED-CUT
GEMSTONE
Reissue Application No.: 10/626,376
Reissue Application Filing: July 24, 2003
Original Patent No.: 6,363,745
Original Patent Granted On: April 2, 2002
Examiner: Jack W. Lavinder Art Unit: 3677

1185 Avenue of the Americas
New York, New York 10036

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

DECLARATION OF CLAIR MAH

I Clair Mah, declare as follows:

1. I am employed by Tiffany & Co. ("Tiffany") of New York, NY, and my present title is Director, Asia Advertising. In that position, I have access to records of Tiffany marketing and advertising expenses worldwide for Solitaire Diamond Rings ("SDRs") which Tiffany maintains in the course of its business.
2. During the period 1999 to 2007, Tiffany's most successful SDRs which are primarily engagement diamond rings, have had three different types of gemstone cuts, which Tiffany refers to as Tiffany Setting, Lucida and Legacy. The Tiffany Setting is a traditional round brilliant gemstone cut, and has been sold since before 1999. Tiffany

started selling the Lucida SDR in 1999, and started selling the Legacy SDR in 2003.

3. I have collected marketing and advertising expenses for Tiffany Setting, Lucida and Legacy over the period 2001 – 2007 inclusive. Such information was not available for 1999 and 2000. For the period 2001-2007 for Tiffany Setting SDRs, Tiffany spent \$21,398K in advertising and marketing expense worldwide. For the period 2001-2007 for Lucida SDRs, Tiffany spent \$9,434K in advertising and marketing expense worldwide. For the Legacy SDR, over the period 2004 – 2007 inclusive, Tiffany spent \$5,239K in advertising and marketing expense worldwide.
4. I hereby declare that all statements made herein on my own knowledge are true and that all statement made herein on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the subject patent.

Date: _____

Clair Mah

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Date:

Oct. 17, 2008



Clair Mah